

**Store Customer Survey**  
**Virginia Department of Alcoholic Beverage Control**  
**April 2004**

Currently, customers of ABC Stores have the opportunity to complete a customer comment card if they want to communicate any ideas or issues with the stores or the agency. This has been a useful, however reactive method to assess customer service. To comprehensively address customer service, a customer survey was developed for distribution during store hours on Friday and Saturday April 16 and 17, 2004. The surveys were in the form of a self addressed stamped card for customers to return to the agency by mail.

This survey assess the following:

- Opinions about the ABC stores in regards to location, parking and layout
- Availability of products
- Customer service provided by ABC employees
- Distance and time to travel to stores
- Overall satisfaction with customer service provided

### **Survey Method**

The survey sample size was based on the average total Friday and Saturday (3<sup>rd</sup> weekend) retail business for 285 ABC Stores (30,070 – 95% confidence level). The stores were divided into four subgroups based on the number of customers during a weekend with each group receiving a different number of survey cards for a statistical sample. Responses were received from 3,252 customers for a response rate of 11% (3,252/30,070)

### **Survey Highlights**

- Nine out of ten customers (91%) are very satisfied with the overall customer service provided at ABC stores.
- Better than nine out of ten customers agree or strongly agree that ABC stores provide a variety of products (91%) and that they can find the products they are looking for (86%),
- Other highly rated issues by customers (agree or strongly agree) concern employees who give prompt service (95%), employees who have knowledge to answer questions (91%) and employees never too busy to answer questions (93%).
- Eight out of ten store customers agree or strongly agree that the store location is convenient (89%) and that parking is plentiful and convenient (87%).
- Convenient store hours received the lowest rating of agree (40%) and strongly agree (37%)
- A majority of customers (66%) travel 5 miles or less to an ABC store with another 20% of customers traveling 10 miles or under.
- Travel time to an ABC store was under 10 minutes for 59% of customers and under 20 minutes for an additional 28% of customers.

### **Narrative Comments:**

Almost 800 of the respondents provided narrative comments, which covered the following categories.

- The largest group of comments related to store hours with opening earlier the most frequent request.
- Numerous comments on prices and products and requests for specific items to be carried by various ABC stores.
- Many favorable comments about new store locations as to convenience and appearance. Also comments about store remodeling as to how wonderful everything looks both interior and exterior. Many comments related to parking availability for certain stores.
- Great comments about the excellent employees and good service provided by them in many stores.

## Store Ratings

N=3251	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I can always find what I am looking for at this ABC store.	44%	42%	7%	5%	2%
Employees at this store give prompt service	64%	31%	2%	1%	2%
This store is clean and attractive.	61%	33%	3%	1%	2%
Employees at this store are never too busy to respond to requests.	59%	34%	5%	1%	1%
The layout of this store makes it easy to find products.	53%	40%	5%	1%	1%
Employees of this store have the knowledge to answer my questions	55%	36%	6%	1%	2%
This store provides a variety of products.	47%	44%	5%	2%	2%
This store location is convenient for me	56%	33%	6%	3%	3%
There is plenty of convenient parking at this ABC store.	51%	36%	5%	4%	4%
The store hours are convenient for my shopping needs	37%	40%	9%	9%	5%

## Summary of Store Ratings

N=3251	Strongly Agree and Agree	Neutral	Strongly Disagree and Disagree
Employees at this store give prompt service	95%	2%	3%
This store is clean and attractive.	94%	3%	3%
Employees at this store are never too busy to respond to requests.	93%	5%	2%
The layout of this store makes it easy to find products.	93%	5%	2%
Employees of this store have the knowledge to answer my questions	91%	6%	3%
This store provides a variety of products.	91%	5%	4%
This store location is convenient for me	89%	6%	6%
There is plenty of convenient parking at this ABC store.	87%	5%	8%
I can always find what I am looking for at this ABC store.	86%	7%	7%
The store hours are convenient for my shopping needs	77%	9%	14%

If you do not find the product you are looking for are you most likely to:

	Percent of Responses N=3501
Ask for assistance	66%
Choose same brand in another size	14%
Choose another brand in your preferred size	11%
Leave store without a purchase	4%
Choose another brand in your preferred size	3%
Special order the product	2%

**Overall, how satisfied are you with the customer service provided at this store?**

<b>N=3252</b>	<b>Percent Of Responses</b>
Very satisfied	91%
Somewhat satisfied	7%
Somewhat dissatisfied	1%
Very dissatisfied	1%

**How many miles did you travel to this store?**

<b>N=3200</b>	<b>Percent of Responses</b>
5 miles and under	66%
6 to 10	20%
11 to 20	10%
20 or more	4%

**How long in minutes did it take you to get to this store?**

<b>N=3189</b>	<b>Percent of Responses</b>
10 minutes and under	59%
11 to 20 minutes	28%
21 to 25	7%
Over 25 minutes	6%

**Summary of written comments on store hours:**

<b>N=297</b>	<b>Number of Responses</b>	<b>Percent of Responses</b>
Open earlier before 11am or 12 noon	154	52%
Open on Sunday	70	24%
Stay open later	35	12%
Do not open on Sunday	19	6%
Open earlier/close later	19	6%

Store #	Comment - Product Requests	Issue
051	Would like the store to carry a good variety of wine other than Virginia wine.	Product Requests
051	I asked them early on to stock Mathingly & Moore and they did and we buy it regularly.	Product Requests
067	ABC store should carry beer and wine products.	Product Requests
083	Looking for OFC Whiskey.	Product Requests
117	Selection needs more single malt scotch.	Product Requests
119	Please don't discontinue the selling of the drink "Paso" I understand is being discontinued.	Product Requests
121	Would like Grey Goose Vodka in gallon jars.	Product Requests
122	I live in Waynesboro, VA. This store does not carry Kentucky Gentleman 86 proof. I believe it should be carried in all your stores in fifth and half gallon. All the sores carry 80 proof, why not 86 proof? Black Label?	Product Requests
125	Need rye whiskey.	Product Requests
128	Inventory sometimes inadequate.	Product Requests
138	Change Smirnoff Vodka back to plastic bottles rather than glass.	Product Requests
138	Carry reserve 15 year old J&B scotch and 100 Anos Tequila Reposado.	Product Requests
147	Get some new items!	Product Requests
147	Did not have what I wanted. Had to purchase something else.	Product Requests
157	Store # 157 do not always carry specials that other stores carry.	Product Requests
168	They have never ha what I requested and never offered to special order. They suggested going to seven corners.	Product Requests
168	I asked for a miniature. They don't carry Bomans 90 proof miniature bourbon.	Product Requests
169	Doing great. But you guys gotta get everclear. Let's push for it. I'll call my representative.	Product Requests
169	Better selection of single malt scotch. More or better selection of International (i.e. Cacacha and Stroh rum or be able to order.	Product Requests
169	More tequila and dark rums please.	Product Requests
171	Frankly, selection is terrible statewide. Impossible, e.g., to find pisco, bitters or other items of interest.	Product Requests
177	VERY poor selection of wines!	Product Requests
187	Segrans Extra Smooth Vodka needs to be in store more often. Can not shop for product you have to ask the employee to bring it to you. There's a safety glass. Just put security in the store.	Product Requests
194	Good store, very helpful and friendly personnel. Limited stock as compared to Abington, but probably sufficient for majority of clients.	Product Requests
208	Carry more brands of single malt scotch. More variety of wines. Stay open on Sundays!	Product Requests
213	Would like to see more wines.	Product Requests
213	Please continue your seasonal specials (e.g. Christmas/Holiday packages).	Product Requests
213	Please bring back IW Harper in 1/2 gallons. Please send comment to C.E. Nester 5976 Horseshoe Bend Goodview, VA 24095.	Product Requests
228	Would like to see the store open on Sunday. Would like a run punch mixer from the Caribbean.	Product Requests
229	Just need more choices.	Product Requests
231	Could do with some more single malt scotches.	Product Requests
232	They need to carry a larger stock of Kentucky Gentleman - 6 year aged. Frequently out of stock.	Product Requests
250	I and some friends still want you to stock it with Harper.	Product Requests
251	The manager has even added my choice of vodka to his regular stock.	Product Requests
254	The employees are nice. The store seems clean but not very attractive. Please sell margarita salt!	Product Requests
255	More variety of single malt scotch.	Product Requests
256	Do you plan to carry any Spanish brandies. Can't recall name; something like Don Carlos or something similar.	Product Requests
257	Should stock Black Bush and also stock Bush Mills in liter size (1/2 Gallon).	Product Requests
257	Please stock Ingleside Winery Chesapeake Bay Blue Crab and Blush and Barboursville Rosato Rose Wine. Three consecutive weeks I was told the Blush would be in on Tuesday and ended up driving 25+ miles to go get it elsewhere.	Product Requests
259	I use 4 different store all very friendly employees! Usually al clean! But sometimes out of my product!	Product Requests
260	You do not carry champagne. Why?	Product Requests

261	How about stocking Cockspice Rum?	Product Requests
269	ABC in this area seem to be out of certain items frequently.	Product Requests
269	Very pleased with everything - need more sales on the expensive bourbon and scotch - knob creek.	Product Requests
Store #	Comment - Product Requests	Issue
270	I would like to suggest that the commonwealth of Virginia would carry a variety of brands like in D.C. and Maryland and NY.	Product Requests
271	Need grain alcoholic - great for fruit! Congrats on getting Cabo Wabo!	Product Requests
278	Everyone's looking for River Whiskey it's in your book but not stores.	Product Requests
278	We would love it if this store would carry more diverse inventory that the Hilltop store has.	Product Requests
278	I would like to purchase Metaxa Brandy - I can't find at any of your ABC stores.	Product Requests
278	More kids of cognac.	Product Requests
283	Need more variety of brands.	Product Requests
286	Like Margaritaville in liter size.	Product Requests
286	Store needs to stock non-alcoholic Manhattan mix.	Product Requests
286	Store could be larger. Virginia could be more prominent.	Product Requests
287	Please keep Bowman's light on the shelf.	Product Requests
288	Stores vary on products.	Product Requests
293	The lack of imported wines results in an inconvenience for me and less of sales revenue to the state of Virginia. This is a stupid unfair policy to believe that Virginia wines are benefited by unfair competition policies! Rather, I resent VA wineries for having this much unfair clout!	Product Requests
294	I go out of my way to shop here. The selection is far superior to stores closer to where I live and/or work.	Product Requests
294	Start carrying mixers such as soda, orange juice, daiquiri, etc. This is for convenience, one -stop shopping.	Product Requests
299	Order more Hennessey.	Product Requests
301	can you carry Rockbridge Virginia Wines? Roanoke offers a great selection.	Product Requests
303	Employees are always very nice. Store needs to be bigger and have more varieties (e.g.. Single malt).	Product Requests
308	I had ask this store manager for about a year to get Ancient Age Traveler and he said couldn't get, so I go to another store for this product.	Product Requests
313	Please stock Bacardi Anjeo (Rum).	Product Requests
314	Out of state wines.	Product Requests
314	Selection not great often out of popular items. Poorly run and stocked.	Product Requests
323	Recently large bottles of VA Gentleman out of stock.	Product Requests
328	Yes - please carry more Virginia Wine! I really like VA wines and would love to see more in stock. Thanks.	Product Requests
330	You should sell Canibis Sativa.	Product Requests
337	How come I can't find IW Harper in your stores?	Product Requests
343	Disappointed store does not carry London Gin	Product Requests
345	They give very good service , also they special order a VA wine for me.	Product Requests
348	Bowman Light Vodka is sometimes out of stock.	Product Requests
352	This store needs to carry a great selection of single malt scotches.	Product Requests
352	Would like to see more variety of product - many things are not here.	Product Requests
355	Start stocking mixers. Juices, coke, etc. Thanks.	Product Requests
359	I've been drinking Old Forester for 40 years. At Christmas the stores do not have any miniature bottles of Old Forester so I can give them to friends.	Product Requests
359	I am glad that the store puts up little tags that denote that they are temporarily out of a certain product, but it would be better if they just weren't out.	Product Requests
366	More VA wine selection.	Product Requests
368	Wine selection should be expanded.	Product Requests
371	Please keep IW Dant's "Old Bourbon" on your shelves (other area stores don't stock it).	Product Requests
373	Would like to see more German wines.	Product Requests

374	Would like wider variety of products and hours (Sunday purchase).	Product Requests
?	I wish ABC store still stocked a variety of wines.	Product Requests
	I want IW Harper!	Product Requests

Store #	Comment - General Product	Issue
120	Great job with special orders.	General Product
103	This store has been very accommodating when we had to "special" order our favorite brand.	General Product
106	Pleasing holiday displays and helpful purchase suggestions.	General Product
107	Sale items not always in stock. Should substitute if sale products are not available at sale prices run sales more often.	General Product
126	Since VA has a monopoly in hard liquors - it should NOT infringe on retailers who sell wine - ABC should sell hard liquor only.	General Product
150	It would be convenient to provide gift certificates for customers.	General Product
192	Keep you the good work and stock the store with more gift sets, also order some Kris styles, it might be spelled wrong.	General Product
193	It would be nice to have glasses to purchase rather than just at Christmas. Examples: shot, high ball, hurricane, martini.	General Product
222	I always have to go to another store to get mixers, garnishes, salt, etc.	General Product
246	I am very satisfied with they respond when I ask a questions and if they don't have what I want they have a lot of other product for me to try.	General Product
261	Need more 3 Olives Cherry.	General Product
267	Stupid VA laws prevent this store from selling wines and near that groceries within the same small shopping center can sell...even another right across the street. Ridiculous!	General Product
269	I appreciate the VA wine sale each October.	General Product
277	Pamphlet provided on how to make your favorite mix drink.	General Product
277	Ingredients provided for mixed drinks.	General Product
282	If Lois doesn't have it, she'll get it.	General Product
286	Very good about ordering what I can't find.	General Product
342	If they don't have it, they order it.	General Product
346	Special order? Best kept secret kept from customers.	General Product
Store #	Comment - Price Issues	Issue
125	Store should either post a list of specials, or have a pass out sheet with same.	Price Issues
125	I like how the employees tell me that I could get extra stuff for the same price. I.e. - Jim Beam racing pack.	Price Issues
126	It would be nice to have monthly flyers in the stores describing specials, sales discounts, etc.	Price Issues
127	Prices are exhubant. The stare of VA should not be in the liquor business. Let the free market provide the public it's liquor needs!	Price Issues
128	The state ABC dept. should run sales occasionally.	Price Issues
136	No question addressed price!	Price Issues
153	When we travel we stock up - your prices are much higher than some neighboring states.	Price Issues
169	Drop prices.	Price Issues
170	Please advertise specials.	Price Issues
171	Prices are ridiculous - store should be managed by private business.	Price Issues
171	Prices are high - should be managed by private business.	Price Issues
188	Good store! Good people! Not enough sales!	Price Issues
198	More sale, 32% high than MD. We go to MD.	Price Issues
218	Real nice lady's. Price too high.	Price Issues
226	Your prices are too high - it a state own store, take off the state tax.126	Price Issues
267	only shop here when I can't get to D.C., too much tax!	Price Issues
279	VA taxes drive the price 10-15% above high.	Price Issues

286	Lower prices would be appreciated.	Price Issues
286	Prices are too high. Can go to MD for less expensive liquor. Store house are too short.	Price Issues
288	I like the use of monthly specials or promotions. However, this sometimes means a higher price the following month.	Price Issues
295	Be more competitive with D.C. prices and open more locations.	Price Issues
302	Multiple price increases ridiculous.	Price Issues

Store #	Comment - Price Issues	Issue
307	You could put more brands on sale.	Price Issues
307	Prices or much higher than other stores for the same brand.	Price Issues
314	Prices are not competitive.	Price Issues
315	I feel the prices of my Blended Whiskeys are to high (Canadian Mist and Crown Royal).	Price Issues
317	U had better think about lowering prices for his area. In D.C. I can buy Seagram's for \$12.95 in ABC stores it's \$19.95. Guess where I do my buying!	Price Issues
318	Prices are high - I have my whiskey brought from MD when I can.	Price Issues
322	Need sale often.	Price Issues
331	Prices too high - discontinue on case amounts.	Price Issues
332	My brand Hennsey to pricey.	Price Issues
348	Some brands are on sale A LOT more than others.	Price Issues
361	Sometimes sale prices are not on first day of the month and out-of-date rebate forms are still on display.	Price Issues
363	Too many taxes.	Price Issues
366	Price exact product \$10 less in DC.	Price Issues
369	Your prices are too high and, there for, I do MOST of my alch. Shopping in D.C. and MD.	Price Issues
370	Pricing is much higher than others stores. Bacardi 1.75 liter N.Y.\$16.99, Delaware \$16.99, Virginia \$22.50.	Price Issues
371	The stores have very competitive prices.	Price Issues
373	No tax increase.	Price Issues